

## AMENDMENT TO THE CLAIMS

1. (Currently Amended) A method ~~for marketing~~, comprising:
  - defining a match between a user classification and an incentive;
  - receiving ~~content information describing from a set-top box user data associated with at least one user's television-viewing content selections;~~
  - receiving clickstream data describing actions performed by the at least one user while viewing the content selections;
  - receiving the at least one user's credit card purchase records ~~describing purchases from retail stores;~~
  - merging, by a processor, the clickstream data with the content information to generate merged data describing the clickstream data and the content information over time; and
  - classifying the user by the processor in the [[a]] user classification when the merged data user's television-viewing selections relates to the at least one user's purchase records ~~purchases from the retail stores;~~ and
  - transmitting the incentive to the at least one user ~~if a match is defined between the user classification and the incentive.~~
2. (Currently Amended) The method of claim 1, wherein the at least one user's content television-viewing selections comprise ~~comprises~~ a channel viewed by the at least one user, a program shown on the channel, and the amount of time the channel is watched.
3. (Currently Amended) The method of claim 1, further comprising collecting the content information ~~user data~~.
4. (Currently Amended) The method of claim 1, wherein the at least one user's content television-viewing selections comprise ~~comprises~~ how much of an advertisement the at least one user views.

5. (Canceled)
6. (Currently Amended) The method of claim 1, wherein ~~said step of~~ classifying the at least one user further comprises relating the credit card purchase records and the at least one user's content ~~television-viewing~~ selections when ~~when~~ [[if]] the at least one user views advertisements for a product and purchases the product.
7. (Currently Amended) The method of claim 1, wherein ~~said step of~~ classifying the at least one user further comprises classifying the at least one user in the user classification when ~~when~~ [[if]] the clickstream ~~user~~ data satisfies a predefined parameter [[, the parameter]] defining television viewing habits for the user classification.
8. (Currently Amended) The method of claim 1, further comprising determining ~~wherein the user data comprises~~ whether a product associated with the incentive was purchased.
9. (Currently Amended) The method of claim 1, wherein the clickstream ~~user~~ data comprises global computer network viewing data.
10. (Currently Amended) The method of claim 1, further comprising retrieving ~~wherein the user data comprises~~ survey data.
11. (Currently Amended) The method of claim 1, wherein receiving the at least one user's credit card purchase records ~~the user data~~ comprises receiving a price paid for a product and a time the product was purchased.
12. (Previously Presented) The method of claim 1, wherein the incentive comprises an image embedded into television media content.

13. (Previously Presented) The method of claim 1, wherein the incentive comprises a redeemable electronic coupon.
14. (Previously Presented) The method of claim 1, wherein the incentive comprises a banner.
15. (Currently Amended) A system for delivering targeted incentives to a user, comprising:

a processor executing code stored in memory that causes the processor to:

a server in communication with a set-top box;

receive at least one user's content selections associated with a set-top box;

receive clickstream data describing actions performed by the at least one user while viewing the content selections;

receive the at least one user's credit card purchase records describing the at least one user's purchases;

define a match between a user classification and an incentive; and

classify the at least one user in the user classification when the at least one user's content selections relate to the at least one user's purchases

~~user data stored on the server, wherein said user data is collected from a plurality of sources comprising the user's television viewing selections from the set-top box and the user's credit card purchase records describing purchases from retail stores; and~~

~~a classification module in communication with the server configured for defining a match between a user classification and an incentive, and classifying the user in the user classification when the user's television viewing selections relate to the user's purchases from the retail stores.~~

16. (Canceled)
17. (Canceled)

18. (Currently Amended) The system of claim 15, wherein the code further causes the processor to relate said classification module is further configured for relating the at least one user's credit card purchase records and the at least one user's content television viewing selections when [[if]] the at least one user views advertisements for a product and purchases the product.
19. (Currently Amended) The system of claim 15, wherein the code further causes the processor to classify said classification module is further configured for classifying the at least one user in the user classification if the clickstream user data satisfies a predefined parameter, the parameter defining television viewing habits for the user classification.
20. (Currently Amended) The system of claim 15, wherein the code further causes the processor to determine user data comprises whether a product associated with the incentive was purchased.
21. (Currently Amended) The system of claim 15, wherein the code further causes the processor to receive user data comprises global computer network viewing data.
22. (Currently Amended) The system of claim 15, wherein the code further causes the processor to receive user data comprises survey data.
23. (Currently Amended) The system of claim 15, wherein the code further causes the processor to determine user data comprises a price paid for a product and a time the product was purchased.
24. (Previously Presented) The system of claim 15, wherein the incentive comprises an image embedded into television media content.
25. (Previously Presented) The system of claim 15, wherein the incentive comprises a video program.

26. (Previously Presented) The system of claim 15, wherein the incentive comprises a banner.
27. (Previously Presented) The system of claim 15, wherein the incentive comprises a coupon.
28. (Previously Presented) The method of claim 1, wherein the incentive comprises a video program.
29. (Currently Amended) The method of claim 1, wherein the at least one user's content television-viewing selections comprise video games.
30. (Currently Amended) The method of claim 1, wherein the at least one user's content television-viewing selections comprise audio content.
31. (Previously Presented) The method of claim 1, further comprising identifying the incentive by a product.
32. (Previously Presented) The method of claim 1, further comprising identifying the incentive by a demographic.
33. (Currently Amended) The method of claim 1, wherein ~~the step of~~ transmitting the incentive to the at least one user comprises transmitting the incentive by mail.
34. (Currently Amended) The method of claim 1, wherein ~~the step of~~ transmitting the incentive to the at least one user comprises transmitting the incentive by electronic message.

35. (Currently Amended) The method of claim 1, further comprising receiving records related to a shopping card in which the at least one user is given a discount in exchange for using the shopping card.
36. (Previously Presented) The method of claim 1, further comprising receiving separate identification codes identifying each user of a common user terminal.
37. (Currently Amended) The system of claim 15, wherein the code further causes the processor to receive ~~server receives~~ separate identification codes identifying each user of a common user terminal.
38. (Currently Amended) A method for marketing, comprising:

defining a match between a user classification and a redeemable electronic coupon;

receiving content information ~~user data~~ associated with at least one user's content ~~selections~~ selection;

receiving clickstream data describing actions performed by the at least one user while viewing the content selection;

receiving the at least one user's credit card purchase records describing purchases from retail stores;

merging, by a processor, the clickstream data with the content information to generate merged data describing the clickstream data and the content information over time;

generating an event timeline describing the merged data over time;

classifying the at least one user by the processor in a user classification when the merged data ~~user's content selections~~ relates to the at least one user's purchases from the retail stores; and

transmitting the redeemable electronic coupon to the at least one user ~~if a match is defined between the user classification and the electronic coupon~~.